

CAMBRIDGE DIRECT MAIL CONTINUITY OFFER

	EST. PRICE	UPC REQ.	COST PER UPC	# OF ITEMS ORDERED	\$	# OF UPC'S	UNITS
POPCORN POPPER	\$11.00	70	\$0.16	2,907	\$31,977	203,490	4,069,800
POPCORN POPPER & VIDEO	\$36.00	140	\$0.26	9,109	327,924	1,275,260	25,505,200
STOVE TOP GRILL	\$14.00	70	\$0.20	6,105	85,470	427,350	8,547,000
CLOCK RADIO	\$21.00	110	\$0.19	9,690	203,490	1,065,900	21,318,000
SWEATSHIRT (SIZE L)	\$20.00	100	\$0.20	9,303	186,060	930,300	18,606,000
SWEATSHIRT (SIZE XL)	\$20.00	100	\$0.20	11,144	222,880	1,114,400	22,288,000
BASEBALL CAP	\$4.00	20	\$0.20	14,826	59,304	296,520	5,930,400
VIDEO COLLECTION	\$25.00	100	\$0.25	1,163	29,075	116,300	2,326,000
FREE CARTON	\$13.00	50	\$0.26	45,000	585,000	2,250,000	45,000,000
ZIPPO LIGHTER	\$7.00	70	\$0.10	36,339	254,373	2,543,730	50,874,600
PHONE + ANS. MACHINE*	\$41.00	200	\$0.21	7,752	317,832	1,550,400	31,008,000
	\$212.00	1,030	\$0.21 avg cst per upc	153,338	\$2,303,385	11,773,650	235,473,000

SCENARIO 1: IF YOU REDUCE YOUR AVG COST PER UPC TO \$.18 (14.3% REDUCTION FROM CURRENT LEVELS)
ASSUMPTION: THE INCREASED UPC REQUIREMENT WILL NOT RESULT IN AN ORDER DECREASE

1,681,950 ADDITIONAL UPC'S
33,639,000 ADDITIONAL UNITS

\$367,674 ADDITIONAL MARGINAL CONTRIBUTION (1ST REV. - \$10.93)

SCENARIO 2: IF YOU REDUCE YOUR AVG COST PER UPC TO \$.15 (28.6% REDUCTION FROM CURRENT LEVELS)
ASSUMPTION: THE INCREASED UPC REQUIREMENT WILL NOT RESULT IN AN ORDER DECREASE

3,363,900 ADDITIONAL UPC'S
67,278,000 ADDITIONAL UNITS

\$735,349 ADDITIONAL MARGINAL CONTRIBUTION (1ST REV. - \$10.93)

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